



THE CITY OF
BURLESON
TEXAS

Economic
Development

ECONOMIC DEVELOPMENT UPDATE

OUR MISSION

To increase the economic vitality of all in Burleson, Texas

OUR VISION

To nurture a culture of community, creativity and enthusiasm by leading efforts to attract investment in new and expanding businesses for the purpose of creating and retaining jobs, enhancing the tax base, and improving the quality of life for the residents of Burleson



DEMOGRAPHICS



Median Household Income: \$96,210
Median Home Value: \$332,202



Current Population: 53,764
Daytime Population: 47,892



At 3.2%, the unemployment rate in Burleson is 1.1% lower than the U.S. average



Population Growth Rate: 3.15%



Strong Retail Trade Area of 366,716



Median Burleson resident age of 36



The cost of living in Burleson is 5.7% lower than U.S. average



Businesses: Over 1,800 businesses and counting



Employment: Total Employees: 17,000 and counting



JOHNSON COUNTY GROWTH

Current population estimate for the County is 217,000 and projected growth by 2045 to be over 300,000

The 20-34 age group has been the fast-growing segment, while the share of the population aged 65 and older has increased

The number of jobs in the County has increased significantly, outpacing the national growth rate

Key growth drivers are Proximity to DFW, Strategic Location, New Developments, Industrial Expansion and Great school districts

Infrastructure will be the key driver to keep pace with the growth over the coming years

PARIS BAGUETTE

First North American manufacturing plant

450 new full time jobs

\$208 Million total capital investment

Parent company is located in Seoul, South Korea and US headquarters are in New Jersey

Over 4,000 retail stores worldwide but only 250 in North America. Goal to have 1,000 locations in the US by 2030

Groundbreaking was held in September of 2025 and the first phase of the facility to be operational by Q3 of 2027

The building will total 267,000 square feet making Paris Baguette the largest food manufacturer in Burleson



TALLGRASS MASTER-PLANNED COMMUNITY



Staff has been in discussions with this family for over 2 years developing a strong relationship to welcome them as they design a multi-generational mixed use master planned community to be the western gateway into Burleson, and an expected \$1 billion+ capital investment

The property is owned by one family since 1951 and is 621 acres that will be completely in the city limits and adjacent to the Chisholm Summit master planned community

This development will be a place to learn and grow, a place to connect with nature, a place to work and a place that will be a destination

The goals of this development are to have a high quality of life, enhance environmental sustainability, foster community connectivity, support diverse housing, develop quality employment and retail services, celebrate local culture and ensure long term community viability

This development will have over 4000 residential units, Joshua Elementary School, major employment, regional and commercial services



OLD TOWN

Old Town, in particular is a group we often focus on due to the unique, locally owned and operated dining and retailers within the area. Old Town is home to numerous community events featuring music, arts, history and restaurants with food from around the globe. Our Old Town district showcases **21** unique dining establishments and **11** unique retailers.

In recent years, the city has invested heavily in the re-development of the district which included the Mayor Vera Calvin Plaza (2020), public parking expansion projects, sidewalks and beautification. Our downtown district has proudly received over 10 awards from the Texas Downtown Association.



Current Public Art

- Depot on Main
 - Mural of the City logo incorporated into the Performance Agreement
- City Market
 - Private owner commissioned the art and will go with the building
- Old Town
 - All murals in the district were commissioned privately and are owned by the building owners.
- Tallgrass & Chisholm Summitt will have public art as apart of the master planned communities.



Public Art Opportunities

- New Commercial Developments
 - Future agreements could require some facades to incorporate public murals.
- Old Town
 - There are many facades in the district that would be ideal for new or updated murals.
- Capital Projects
 - Other cities have a requirement percentage of the project cost go towards public art.

All of these would require updating the sign ordinance and achieve council approval





Burleson Economic Development

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